



## **VILLAGE OF KEY BISCAIYNE: SOCIAL MEDIA COMMITTEE INAUGURAL MEETING**

Wednesday, May 7, 2014 – 6:30 PM

Key Biscayne Community Center, Adult Lounge, 10 Village Green Way

Meeting was called to order at 6:38 PM by SMC Chair Paula Carreiro. All Committee Members present: Theo Holloway, Matt Bramson, Carolyn Koslen, Karina Besprosvan, Paula Carreiro, and Monique Nuñez.

Others in attendance: Ana Colls (VKB Staff Liaison), Tatiana Pardo de Zela (resident and developer of KB Involved mobile app), Kelly Josephson (Islander News reporter)

Ana Colls presented the Draft Minutes from 4-16-14 SMC meeting. Matt Bramson requested a change to one of his comments to better reflect his intention. Revised minutes were approved by all Committee members and subsequently posted to SMC page on the Village website.

There was a discussion about the SMC's goals and objectives. Committee members agreed that they would like the Village Council to provide clear direction for this committee. Theo Holloway said that an Ordinance will be presented at the May 13 Council Meeting.

There was a discussion about the potential uses of social media; audience segmentation; necessary physical infrastructure (wifi, hot spots, cell towers, etc.); content development and management; software applications that can track and archive social media communications to comply with public records law; using full potential of social media while considering the positives and negatives this entails; online anonymity vs. full disclosure of identity, which the "Next Door" app provides.

The Committee returned to the issue of needing direction from the Village Council about the SMC's goals and objectives. Theo clarified that the goal is not to create a new technology platform or on people who are not stakeholders in Key Biscayne. In his view, the focus should be on Key Biscayne residents, business owners and visitors. He'd like to find a balance between existing applications (i.e. Facebook, Twitter) and more community engagement. He'd like to take advantage of the systems people are already using to communicate and engage. He'd also like to elevate the story-telling coming from the Village. He identified non-English speakers and new residents as two groups that the Village needs to better engage. Carolyn Koslen spoke about the need to have a larger social media presence to communicate about emergency issues.

There was a discussion about the need for a Public Information Officer or Community Manager that could coordinate the Village's social media management, preferably from the Village Clerk's office. There was a discussion about the need for data and research about current social media usage and users. Monique Nuñez and Karina Besprosvan volunteered to gather some of the existing data and statistics. The Committee discussed the need to develop a process for achieving social media goals. They agreed a realistic goal for the completion of recommendations to be the end of 2014. Future committee meetings will serve as working sessions to review best practices.

The SMC set the next meeting date: Wednesday, June 4<sup>th</sup> at 6:30 PM in the KBCC Adult Lounge.

Meeting adjourned at 7:45 PM.